Fairs - 1922

NEGROES PLAN FAIR

MERIDIAN, Miss., Feb. 13.—There is a movement on foot in this city by leading negroes for the establishment of a negro state fair, the idea as suggested by Dr. J. J. Doyle, negro home demonstration, having met with the approval of all leading members of the race.

NEGROES DEDICATE BUILDING AT FAIR

TAMPA FLA TRIBUNE
FEBRUARY 11, 1922

"WHITE HALL" FILLED WITH FINE EXHIBITS

Negro Educators Point Out Progress of Race In South Florida

In appreciation of the work of J. A. White in building up the exhibits of negroes at the South Florida Fair, several hundred negroes at the dedication services for their new fair ground building yesterday morning unanimously agreed to calling it "Negro Building White Hall."

The negro dedication ceremonies and the free ... program given especially for the negro children featured the morning at the fair grounds. Negro school children were admitted free in the morning and were given the liberty of the grounds until 1 o'clock in the afternoon.

Addresses at the dedication ceremonies, held in the negro building, just north of the new Florida building, were marked with a spirit of friendliness between the negroes and the fair association. Dr. White, as superintendent in charge of the negro department, expressed the appreciation of the negroes in having the opportunity to exhibit their work, and said that they would attempt to improve it and become an indispensable asset to the fair. A. E. Turner, in charge of the extension work among the negroes of the state; H. H. Williams, president of the negro farmers' unions of Florida, Dr. J. S. Braswell, of St. Paul's church, and number of other negroes made addresses on the progress of the negroes in recent years and the wonderful aid that the fair association had been to them in affording them opportunity to show what they can do.

On behalf of the fair association, President W. G. Brorein said that it had afforded the management great pleasure to witness the progress of the negroes in their educational and agricultural work. He told the gathering that the management had every confidence in them and that they counted on their air in making the fair the great institution it is destined to be. He complimented the exhibitors for the wonderful showing they made and thaunked them for their efforts.

The work of judging the many exhibits in the negro building was completed yesterday. Of the eleven counties entered, Hillsborough took first and Leon second premium. The other nine counties were Duval, Suwannee, Madison, Jefferson, Gadsden, Orange, St. John, Jackson and Alachua.

Dr. White had an individual exhibit of meats and meat products. Jim Hamilton had an individual exhibit of general farm products along with the Hillsborough county exhibit. One hundred and twenty varieties of canned foods were also exhibited by the county. Of especial notice in the general county exhibits were the rugs, bags, hats, and baskets made of wire grass and crotus, demonstrating the economy lessons that are being taught among the colored people. Gadsden county's club exhibit had an extended display of leaf tobacco and cigars, while Jackson county showed a good display of cotton. The agricultural exhibits were gathered from the various county clubs, with the help of A. E. Turner, who is in charge of the agricultural extension among the negroes of Florida.

The entire center of the negro building is occupied with exhibits of the negro school children. For the best exhibit of high school work, Lomax school took first premium. For the best exhibit of county school work Lomax again took first, with Port Tampa second and Ballast Point third. In the special school class, Chicora was first, with El Salvadore second. Harlem was first for the best exhibit of city school work with at least four grades represented. West Hyde Park was second and Caesar street school third.

There are a number of exhibits in the building entered by individual negro children that have attracted considerable attention. Twelve year old A. J. Johnson has a small house, complete with glass windows and screen doors, that he saved his money for and built for the fair. Lucille Buggs, a blind negro girl living at No. 1028 Seventh avenue, has a table cloth entered that she stitched together without a needle. Lee Sampson, a twelve year old negro boy, has some clay modelling on exhibition that is also commendable.

The exhibit of sewing and women's work takes up as much space in the building as the displays of the various county agricultural clubs. While many of the entries are classed under schools, the entries are made and exhibited as the work of individuals. The schools represented in the work of the negro school children are Lomax, Harlem, Ballast Point, Caesar, West Hyde Park and West Tampa School No. 2

The negro women have an exhibit of their art and cooking products, and Mrs. E. A. Hill has an extensive display of her work in making cut flowers.

The judges have been in charge of choosing the best work of the various negro exhibits say that the individual entries this year show a wonderful improvement over the entries made in other fairs. The individuality expressed in the different work and the economy shown in making necessities out of waste materials has made the negro exhibit one of the fair's interesting departments.

TWENTY-TWO COLORED FAIRS FOR THIS YEAR

Pocomoke, Salisbury and Cambrbidge Listed In J. A. Jackson's Canvass

Afro-American
Baltimore, Md

VIRGINIA LEADS WAY

Eight County Fairs and Horse Shows To Be Held There This Year

7-28-22

In a letter from C. L. Parks, secretary of the North Alabama Colored Fair, we find not only approval of the Colored Fair Association, but some intelligent analysis of the problems that confront our, fairs, from one who is already interested in one group organization, viz the Alabama and Middle Tennessee Colored Fair and Racing Circuit.

Seven fairs were in this circuit last year. They so arranged their dates that there was no conflict, and that all might be visited by the same attraction at a minimum of cost in transportation. With such arrangements fairs may be either more elaborately presented for the same money; or as well put up with less. As one may prefer.

In all probability the new organization will foster the organization of district circuits of from four to twelve fairs to each circuit. These to handle the local problems, while the large organization will take up the problems common to all without date or time consideration. About fifty per cent of the fairs have signified their interest in the matter. Of the fifty odd fairs listed, 22 have set this year's date.

Those reported are as follows:

JULY

Berryville, Va., Horse Show, July 26-27. Jacob Jackson, president.

AUGUST

Mt. Sterling, Ky., Aug. 2-5, James Mitchell, secretary, County Fair.

Lexington, Ky., Aug. 7-11, J. Garfield Saunders, president, State Fair.

Keswick, Va., Aug. 17, one day, Horse Show, J. H. Elam, secretary.

Orange, Va., Aug. 23-24, Horse Show, Dr. H. P. Cobb, president.

Culpepper, Va., Aug. 28-29, Horse Show, S. T. Allen, secretary.

Pocomoke, Md., Aug. 28-31, Fair, Stephen Long, secretary.

SEPTEMBER

Manassas, Va., Horse Show, Sept. 4-5, John White, secretary.

Winchester, Va., Horse Show, Sept. 6-7, George Carey, secretary.

Salisbury, Md., Fair, Aug. 5-7, Jas. L. John..n, 307 E. Church street.

Cambridge, Md., Fair, Sept. 11-13, Frank Butler, secretary.

Norfolk, Va., Fair, week beginning Sept. 13, Robert Cross, manager, 1108 Church St.

Purcellville, Va., Emancipation Picnic, one day, Sept. 22, Lincoln McWashington, secretary.

Murphreesboro, Tenn., County Fair, Sept. 5-9.

Pulaski, Tenn., County Fair, Sept. 21-23.

OCTOBER

Ashville, N. C.—Oct. 2-7, E. W. Pierson, president.

Winston Salem, N. C., Oct. 10-12, H. M. Edmonson, secretary.

Henderson, N. C., Oct. 17-20, W. E. Williams, secretary.

Tuskegee, Ala., Oct. 18-20, Albion Holsey.

Memphis, Tenn., Oct. 12-14, Dr. L. G. Patterson, secretary, 194 Beale avenue.

Raleigh, N. C., Oct. 23-28, Dr. Love, secretary, State Fair.

Columbia, S. C., Oct. 31-Nov. 3, State Fair, Rev. A. W. Hill, secretary, mail address, Aiken, S. C.

the interests of many colored performers, concessioners and showmen who are anxious to place their goods and services before their people. In order to advance the very natural desires of these folks, the page has listed, for the benefit of attractions desiring to recognize the right of the patrons of colored fairs to see their own artists, a number of such acts and attractions. The list is available to any who write for it. Its existance is a direct response to agents who tell our fair officials that there are no colored acts of this, that or another kind to be had.

We have duplicated everything anybody else does from dives beneath the water to aviation in the air.

Fair secretaries will greatly advance their own interests by advising the writer of their date as early as possible.

MOBILE TO HOLD ONE WEEK FAIR

The Afro American
10/13/22

Colored Department To Have Better Representation In Biggest Fair

New York,

Mobile, Ala., Oct. 11—The Gulf States Agricultural and Live Stock Fair which is considered generally to be the biggest thing of its kind in the South, will begin here on Oct. 23, continuing till the 29. Beginning with this year, the colored people are going to be given an opportunity for making this fair a a bigger success than it has ever been.

A special building both beautiful and commodious is now being erected on the fair grounds for the display and exhibition of work of all kinds done by colored people. This is said to be the only case in the entire South where colored people have had a large building of their own on the premises of a white fair corporation of the importance of the above named association which embraces six States.

And not only have the colored people their own building, but the management has set aside a special day for the colored section so that the attention of the thousands who visit the fair may view the work of the colored exhibitors. However, these exhibits will be accessible to all who wish to view them, every day.

The features of the Mobile Fair will be: Fireworks, each night, C. A. Wortham's World Best Carnival Shows; horse races; automobile races, agricultural exhibits, dog show; poultry; rabbit and pet stock shows; live stock exhibits; radio concerts; automobile show; style show; historic exhibits; and bands and other music features. Rates on all railroads will be reduced, to mobile.

NEGRO BUILDING AT GULF STATES FAIR

New York Age 10/14/22

(Special to The New York Age).

Mobile, Ala.—Colored citizens have been given an entire building at the Gulf States Agricultural and Live Stock Fair, to be held here October 23 to 29, and Isaiah J. Whitley, principal of the Mobile County Training School at Plateau, has been named as superintendent of the colored folks' exhibits.

This is one of the largest fairs in the country, covering six states. In addition to the building, which will be open every day during the fair, one day will be set aside by the fair management as "Negro Day," when every effort will be made to have large a attendance of members of the race.

Leonard F. Morse is superintendent of exhibits, and he is planning a special display of newspapers, magazines and other literary productions sent out by Negro writers and publishers. Space in the Negro building will be free of cost to exhibitors. New York

PROF. INBORDEN HEADS N. CAROLINA STATE FAIR

Norfolk Journal & Guide

Exhibition This Year One Of Best In Hstory Of North Carolina Industrial Society.

Raleigh, N. C.—Prof. T. S. Inborden, principal of Bricks School, of Bricks, N. C., has been elected president of the North Carolina Negro State Fair and Industrial Society, succeding Mr. Berry O'Kelly, of Method, N. C., who on account of the two-year limit of office was not eligible to re-election. All of the other officers were re-elected as follows: Mrs. Charlotte Hawkins Brown, of Sedalia, N. C., vicepresident; Dr. J. H. Love secretary and Mr. C. W. Hoover, treasurer, of Raleigh, N. C.

The Fair, which has just closed, was one of the most successful in the history of the association from an educational standpoint and from attendance. The crowds attending the Fair on Wednesday and Thursday were unusually large and well behaved.

DIVISION OF BEHAVIORAL SCIENCE RESEARCH REEL 15

Colored Tri-State Fair

Commercial Appeal Memphis Tenn

Opens Thursday, October 12th

10/6/22

With a Grand Street Parade

At 3 p.m. Aviatrix Bessie Coleman will begin her exhibition flying with aerial stunts.

Come and see the only Colored Woman in the world Fly Thursday.

DR. L. G. PATTERSON, Sec'y

TIDEWATER FAIR WAS BEST IN HISTORY

Norfolk Journal & Guide

The Largest Crowd Passed Thru The Turnstiles Thursday Ever Received In A Single Day.

Suffolk, Va.—The thirteenth annual agricultural fair under the auspices of the Tidewater Fair Association, was held October 17, 18, 19 and 20, at Suffolk, Va., on the Association's grounds situated on the Portsmouth-Suffolk boulevard. It was a success from all angles. Tuesday, the first day was as blue day owing to the low hanging clouds with showers of rain, which prevented attendance and curtailed the carrying out of the program.

GLOOMY START

The last three days were bright and cheery and the attendance was satisfactory. Thursday was the great day. Between 7,000 and 8,000 people went through the gates.

There was a program for each day. The first day, Farmers' Day, Mr. W. Herbert George, farm demonstrator, of Surry County, gave an address to the farmers. His talk was forceful and enlightening on definite phases of farming. He mentioned the marked improvement made by colored farmers who employed the scientific method of farming. He showed by practical illustration the results of improved farming methods and stock raising.

EDUCATIONAL DAY

Wednesday was educational Day. The speaker on this occasion was President W. J. Clarke, of Union University. He laid stress upon mind and soul development as essentials for higher living and real social service. In the course of his address, he elaborated upon the Darwinian theory of evolution, reducing by argument Darwin's theory of the Genesis of the human race to absurdity so far as the theory is compared with the Biblical account of the origin of man. He stressed the life of Edison as an example of mind power and perserverence initiative. He showed that self-realization and self-expression must obtain through the mind and its development.

HOME COMING DAY

Thursday was Home Coming Day. The speaker on the program for this day was the Hon. Henry Lincoln Johnson, member of the National Republican Committee. Mr. Johnson's address was a political one. He expressed his pleasure of having the privilege of sharing with his hearers the spirit of home coming, then launched out upon his political subject as it affects and relates to the colored people of this country. He explained the 13th, 14th and 15th amendments to the constitution and proved why it was necessary that the 14th and 15th should follow the 13th in order that freedmen should be clothed with the robe of citizenship.

Mr. Johnson said that there were three things that disturbed every colored man or woman, whether it was acknowledged or not, viz: Jim Crowism, disfranchisement and lynching. He said politics alone will affect these conditions and that the vote is the essential factor.

WOMEN'S DAY

Friday was Women's Day. The speaker booked for this day was unable to be present. But Miss H. E. Watts, R. N., who is connected with the Norfolk Health Department ,was pressed into service and she gave an interesting talk on the care of babies. A subject in which she is intensely interested. She stressed the importance of conserving the health of the baby, who is the natural and essential asset of American womanhood and manhood.

There were good, fast and fine races each day. Some of the best horses owned by colored men were entered.

The capable handling of this feature of the fair by D. W. Lee, race superintendent and Attorney Walter H. Land, official starter, won the commendation of not only the entrants on the course but the crowd of sport lovers who witnessed the splendid attraction.

The exhibits were better and larger than in previous years. Norfolk and Portsmouth sent up a very fine exhibit of hand and needle work. Live stock was larger and better. The single farm exhibits were unique and showed the number of products produced on a single farm. This was a new feature of the fair and everyone was particularly interested.

Offciers of the Association spared no pains in trying to make the fair a success and to afford ample accommodation and entertainment for the visitors.

The management received the commendation of the sheriff and chief of police upon the order maintained thruout the fair. Not a single arrest was recorded nor an incident of disorder to mar the genuine civility of the great crowd.

The active officers of the Tidewater Fair Association upon whose shoulders rested the responsibility of making the event a success are: Dr. E. L. H. Rance, secretary; Mr. W. H. Crocker, treasurer; Floyd Hughes, superintendent farm exhibit and D. W. Lee, race superintendent: Dr. J. W. Pierce, president.

MANY COLORED FOLK TO SEE 4 COUNTY FAIR

Norfolk Journal & Guide Virginia

Prof. Carver's Lectures And Exhibits A Very Interesting Feature To The Race.

10/21/22

Suffolk, Va.,—Preparations are about complete for the holding of the Four County Fair here October 24 to 28. An unrivaled program of educational and entertainment features has been arranged for the five day event. Horse racing will be featured daily and automobile racing on Saturday. A nightly exhibition of fireworks will be staged. Four brass bands will enliven the occasion with an abundance of good music. The bands secured for the fair are Montagna's Military Band, Murphy's Concert Band Ephriam Williams' Colored Jazz Band and Suffolk Community Band.

PROF. CARVER COMING

The Four County Fair has secured in the peanut exhibit one of the most unique exhibits seen at Fairs in this section. Not only is it unique but it is interesting and educational in the highest degree. This exhibit, altho of national benefit, is of peculiar interest to colored people as it is Prof. George W. Carver, of Tuskegee, who will lecture on the peanut and exhibit over one hundred products that he has produced from the plant in his laboratory at the school. It can be truly said that it was professor Carver who first brought to the attention of the world the value of the goober. Few people ever considered the peanut more than a tidbit or confection before this scientist began experimenting with it.

The officials of the Fair made special efforts to secure Prof. Carver's presence . His lectures and demonstrations will be of far-reaching benefit to this section, a peanut growing district.

In securing Ephriam Williams' Jazz Band the management also made another recognition of the colored people. They have announced that special provisions have been made for the accommodation of colored visitors to the fair, in view of their confidence that hundreds of colored people will desire to see the wonderful advancement made in science by their own Professor Carver, and to also enjoy the other features.

NEGROES HOLD BIG THREE STATE FAIR

Pittsburg Courier Pa

10/20/22

MEMPHIS, Oct. 20.—Featured by an exhibition of trick flying by Bessie Coleman, aviatrix, as the stellar attraction, the twelfth annual Colored Tri-State Fair swung into operation yesterday, with more than 2,000 Negroes in attendance from Memphis and the tri-state territory. The entire Woman's Building was turned over to exhibits of products of the Negroes of the city and county, which revealed unusually good talent in textiles, culinary and agricultural exhibits.

The fair, under jurisdiction of Dr. L. G. Patterson, secretary, will continue through Saturday. Today is expected to witness an attendance of fully 20,000, for all Negro school children, granted full holiday, are planning to take in the biggest event of the year in full force.

Bessie Coleman, reputed to be the only colored woman pilot, displayed considerable nerve in giving a spectacular exhibition in tail spinning and low flying. Her appearance out of the north from her landing place at Woodstock was the signal for cheers from the hundreds of her own race who were awaiting her. When over their heads she proceeded to send the plane into a tail spin, and after she straightened out flew several times across the grounds at the risky height of about 250 feet.

Pittsburg, Pa.

The bumpiness of the air as a result of a considerable breeze sent the plane careening repeatedly to either side, which added to the thrill for the spectators, at least, if not for the pilot. The aviatrix exhibited coolness of nerve and ability to handle the plane perfectly throughout the exhibition. She will appear again this afternoon at 4 o'clock with another part of her repertoire.

Of particular interest among the exhibits were the agricultural displays under supervision of R. H. Brown, county agent, and Smith-Hughes instructors in the Negro high schools of the county. The agricultural department of the Eads and Mount Pisgah schools, under direct supervision of Principals E. A. Tigue and W. C. Tyus, respectively, emphasized dairying, hay and corn as feed crops, sweet potatoes and various other products. An exhibit of 15 sets of corn featured this display, indicating the progress being made by the Negro farmer along this line. J. C. McAdams, Smith-Hughes instructor in these schools, assisted in producing the exhibits.

An exhibit by Brown's club boys revealed skill in producing cotton, corn, mangel beets, peanuts, sorghum and other diversified crops.

The largest school exhibit was that of the Woodstock Training School, one of the Negro high schools, displayed through R. I. Roddy, Smith-Hughes agricultural instructor. A large culinary exhibit revealed the ability of the Negro girls and women in that section, and boys' exhibits featured hand-made brooms, sweet potatoes, garden products, oats, corn, woodwork from the shops and the like.

Some of the agricultural exhibits would do credit to many of the exhibits displayed during the Memphis Tri-State Fair two weeks ago. According to Instructor McAdams, the Negro farmers are being taught diversification, and are responding to the plea more than ever before since the advent of the boll weevil.

Several merchants and business firms placed exhibits in the Woman's Building, including the new $200,000 Tri-State Coffin Co., and the Solvent Savings Bank.

Nor was the Midway missings in its attraction. Two jazz bands kept the crowds on their toes during the afternoon and night, and concession booths were running with such force that the Midway shows were hardly missed.

FIFTEEN THOUSAND NEGROES TO ATTEND FAIR NEGRO DAY.

The Negro building on the Fair Grounds has been completed. The colored committee is now canvassing the entire city and county for farm and home products to place in the building.

The Mobile Pittsburg, Pa.

Practically every school in the city and county has engaged space for exhibit. Negro Day, October 27th, will be a great day at the Fair for the colored people. This will be a holiday for the colored school children. The employers of Negro labor will be expected to give them the day off to witness the great celebration on that day. A speaker of national reputation will deliver an address, the Excelsior Brass Band will render music. School children will sing melodies and horses owned by Negroes will race on the track.

The slogan is fifteen thousand Negroes at the Fair on Negro Day.

DIVISION OF BEHAVIORAL SCIENCE RESEARCH REEL 15

Fairs — 1922

Florida.

A USEFUL FEATURE OF THE FAIR

JACKSONVILLE FLA TIMES UNION

SEPTEMBER 13, 1922

It is rumored that the managers of the Florida State Fair have decided not to have a negro exhibit at the next fair, the idea being that it does not pay. If in saying that this exhibit does not pay, nothing is considered but gate receipts we do not see how one can judge what brings in the money and what does not. The fair has very many different displays and there is no possibility of deciding how many each exhibit attracts. The crowds are attracted by the display as a whole and the greater and more varied the display the larger will be the crowds and the gate receipts.

It will not do to be certain that a particular feature of the fair that seems to attract the largest number is the best paying feature even from a financial standpoint. Some feature that holds those who see it for only a short time and soon leaves them free to spend their time elsewhere may really be more of a drawing card than another that the crowds can sit down and view at their leisure. Many other things besides the idea of value or of interest help to attract the crowds. Some features may be better advertised than others after the crowd is within the grounds. Some may furnish superior comfort for those who are tired of sight seeing. One cannot tell what feature of the fair is most valuable from a pecuniary standpoint.

Money is important. Those who contribute financially to the success of the fair should be reimbursed. They should not lose—they do not expect to gain. But the fair has higher objects than gate receipts. Its real object is the development of the state and the advancement of its people. In the attainment of these high objects it has been remarkably successful. The things that are educational are of greatly more value than the things that are merely amusing. When the curtain is rung down on the amusement that is the end. When it is rung down on some display that educates and that builds up manhood and womanhood it is oftener the beginning of a development that last through the years.

The exhibits of the progress of the negro race has had an elevating effect on one class of our citizens and whatever elevates a class without disparagement to any other makes the whole a little bit higher. But the lifting power of this kind of encouragement is not confined to one race. The man who helps build up the character of another by that act builds up his own character and he furnishes to the community and to the world a proof of friendliness that deserves and wins favor.

The white and the black man live here together. It is to the interest of both that each should secure the greatest possible development along useful lines. If the negroes of a community were idle and vicious it would certainly be a bad community for a white man to live in. If the negroes of a community were industrious and law-abiding that community would certainly be a good one for white men to live in. Just as disease spreads from a plague spot till it infects a whole cit so does bad conduct spread to the moral infection of a community. It is as important to have all men in a community morally healthy as it is to have them physically so. The colored display at the state fair has been of use to the people of Jacksonville and of Florida without regard to race or color.

DIVISION OF BEHAVIORAL SCIENCE RESEARCH REEL 15

Fairs — 1922.

Mississippi.

COLORED FAIR AT DURANT.

Commercial Appeal

DURANT, Miss., Nov. 4.—The community fair for colored people began Friday at the Durant Agricultural High School, of which Prof. G. W. Williams is principal. An exhibition in the agricultural rooms and the home science department shows the products of the field and the needle and hand work of the colored people under the direction of those departments of the institution.

Prof. Williams and his wife, who is associated with him and has charge of the home science department, are products of the Tuskegee Institute in Alabama, and have wrought well the few years they have had charge of the school here. In a roped off space on the yard may be seen livestock, among which several good looking pigs are shown and other animals raised on nearby farms by the colored people. 11-5-22

DIVISION OF BEHAVIORAL SCIENCE RESEARCH

Fairs—1922

THE GROWING IMPORTANCE OF THE COLORED FAIR

CINCINNATI O BILLBOARD
MARCH 18, 1922

Officials Rapidly Awakening to Its Possibilities

By JAMES A. JACKSON

" . . .Twenty thousand people passed the gate Thursday. . . . Farm, school and Negro manufacturers' exhibits better than ever. . . ." The foregoing is an extract from a report on the North Carolina Negro fair at Raleigh, last October.

" . . . Sixteen thousand admissions on the big day. . . . ! This fair represents the maximum co-operation between the ra es," says City Commissioner Dunlop. They (Negro fair visitors) spent about $40,000 in the city during the week" says the editor of a Lexington, Ky., daily newspaper.

The foregoing paragraphs are extracts from reports sent to The Billboard by the writer concerning the colored fairs at the two cities mentioned. They are significant because they are typical of the findings with regard to a number visited all the way from Philadelphia, Pa., to Florida, and because they indicate the growing importance of these institutions to a constantly increasing number of people. With the exception of a few astute showmen, few know or have appreciated the opportunities presented by these associations.

Forty-six colored State, county and community fairs have come to the writers' notice. There is reason to believe that nearly as many more are scattered thru the Southern States. So far each of these organizations has led a sort of independent existence. Very often they were a kind of "Jim Crow" annex or aftermath to the regular State or county fair.

In most instances, attractions were booked from any traveling agent who may have sought the date for his show. The fair officials gave little consideration to the adaptability of the offered attraction to their particular requirements. In fact the lack of proper connections and facilities permitted little latitude in this matter.

The concession workers were such as happened along. This haphazard booking permitted many of comparatively low standard, ofttimes failing shows, to "get out of the barrel" at the expense of the colored fair visitors who, to be frank, got little for their money. The colored fair proved to be the salvation of several carnival companies during the summer and fall of 1921. Let it be understood that not all the attractions that played these fairs were in the category of derelicts. Some were of the best on the road, and they profited accordingly.

Because of the absence of expert advice, the advertising was often poorly placed, or not placed at all, except by word of mouth. What publicity was obtained was entirely too local in its distribution. Excepting Lexington, Ky., few of the associations availed themselves of the "Homing" instinct of the native sons and daughters, or of the sporting inclinations of their people. These attributes prompt a ready and profitable response to advertising in distant cities. Lexington placed its paper as far away as Chicago to excellent advantage.

Few fair officials had any knowledge of similar activities elsewhere. Virtually none knew of the attractions booked at other fairs of the kind. None had a really extensive knowledge of the many Negro exhibitors and attractions that might be secured, yet these were the very things for which their patronage clamored. Some were even unaware of the services that were at their disposal in the columns of The Billboard. Dates of nearby fairs often conflicted to the detriment of both.

In spite of themselves they succeeded. Each fair in its own handicapped manner has been slowly creating for itself a place of consequence in its community and neighborhood. Most of them have about reached the limit of individual possibilities, while yet far short of their maximum degree of usefulness to their race, the community, or to the amusement world. This fact has become very evident to the more progressive fair executives, among them many of whom quite freely discussed their troubles with the writer.

The soldier and labor movements of nearly a million Negros during the war has been an awakening influence. Race publications, Negro motion pictures and other channels of education have contributed to the very pronounced development of race consciousness, with the result that the visitors to these fairs are demanding that they be "Negro" in more than mere name. Then, too, these visitors are wondering why so many exhibits that were on view at the more general fairs cannot be found at theirs. They are frequently disappointed at not finding demonstrated some certain commodity of which they have read or heard, at the only fair affording them free rein to an unrestrained curiosity.

The following questions just about summarize the efforts of officials of a dozen fairs in four different States to meet these demands:

How may we increase the educational value of our fair?

How may we secure more colored amusements and attractions?

How can we obtain advertising matter portraying Negro characters?

How may we obtain a greater diversity of exhibits of Negro origin?

How may we attract exhibits of nationally advertised farm appliances and domestic equipment?

In the solution of these problems seems to rest the future usefulness of the colored fair. Usefulness will determine the degree of success and will encourage the establishment of still more of the type. They are in reality pioneers in an immense field of social and economic service.

On the whole the answer to these questions is an ASSOCIATION OF COLORED FAIR OFFICIALS, an organization that was suggested by this publication at the close of the fair season just passed. Such an organization would provide an entity of sufficient size to command the respectful attention of both exhibitors and amusement purveyors. An alliance with the National Negro Business Men's League, as a subsidiary body, would be effective in placing every fair member in direct contact with the entire business fabric of the race.

Neither the colored press nor the papers of more general circulation could afford to ignore a collection of officials representing the purchasing possibilities of two or three million people, no matter what the race may be. Such an association could protect its members against the irresponsible promoter and to a great extent obviate conflicting dates.

North Carolina.

In detail, the answer to the first query is continuous co-operation with the U. S. Bureau of Extension Work, in the Department of Agriculture, thru local and State representatives; careful scanning of the lyceum and chautauqua field for the better entertainers of the race; and the extending of invitations to such active educational societies as the N. A. A. C. P. and kindred bodies.

The second question has been tentatively answered by Sherman H. Dudley, 1223 Seventh st., N. W., Washington, D. C., the wealthiest and widest-known amusement man of the race.

He has offered to produce a Carnival-Circus to cost approximately $90,000, and include two or more rides, two free acts, at least six shows, and more than thirty concessions, provided not less than ten fairs will contract dates to the attraction he produces. He will specialize on Negro talent. That the talent is available for such a production is evident from a survey of the activities of the darker group in the outdoor amusement field as a whole.

The extent of Negro experience and activity in the show business is now being measured with some degree of accuracy. Last season Negroes owned and independently operated five different attractions under canvas. Seven more such organizations, owned by white people, were composed of Negro performers. Five colored doctors were known to have had their own shows on the road. Fifteen of the race having concession privileges with carnival companies were encountered by the writer on the road. Over fifty more were employed by concessionaires of the other race.

Negro bands have long been attractions with circus side-shows. It is a distinct pleasure to learn now that our artists have invaded the "big-top"—a much longed for achievement. Coy Herndon, the hoop-roller, once with Howe's Great London Show, and Allie Johnson, a wire-walker, will be featured with the Patterson Trained Animal Show. Thus they become to the circus world what Bert Williams and Charles Gilpin are, respectively, to musical comedy and the drama in the under-roof places of entertainment.

The writer has definite knowledge of at least twenty-eight other acts adaptable to circus and carnival use. The list includes one male and one female aviator, acrobats, aerialists, bicycle riders, calliope players, contortionists, jugglers, magicians, leapers, animal trainers and a horse exhibitor.

The lots boast of some very excellent musical organizations. The P. G. Lowery Band with the Barnum-Ringling Bros.' Show is a conceded leader, when merit alone is regarded. The late James Wolfscale, whose death is one of the regrets of the year, always had a good band under his guidance. Another of that class was the Ed. Farrel Band on the Al. Barnes Show last season. R. N. Jackson had a crackerjack band with the Hagenback-Wallace Show, and Jerry Martin kept together a nice group of musicians with the Walter L. Main Show. The Rhoda Royal Show had the Old Kentucky Band and Minstrel.

With the Al Barnes Show last season six Negro comics shared honors with the other group of "Jerrys" in securing laughs with their antics.

A selection from among the different acts and bands mentioned, or a duplication of them, along with the abilities of such bona fide showmen as Gordon Bunch, W. A. Barclay, Alphonso, Roy Craddock, J. H. Dixon, Shell Paris and Oscar Jenkins, all trained in the big competitive field where no favors are shown, assures a bunch of material from which one of Mr. Dudley's experience may readily assemble an organization that would compare favorably with any in the game.

The concert band has been a much overlooked attraction for these fairs. In this department are some colored organizations of real merit. All of Nebraska and some citizens of adjoining States praise the Dan DesDunes Regimental Band of Omaha. It has become a standard attraction at the big State fair and at a number of other gatherings in the Stae.

The Fifteenth Regiment Band, of the New York Guard, once under the direction of Lieutenant Fred Simpson, but since the new year directed by Lieutenant Wm. Vodery, has acquired an immense scrap-book of clippings from metropolitan daily papers.

Prof. J. Lewis Peters and the eighty-piece Williams Lodge Band of Richmond, Va.; Blue and his famous Shrine Band of St. Louis, Mo., and the Excelsior Band of Norfolk, Va., are all high class musical organizations.

In Louisville, Ky., there is a boys' band at the Booker T. Washington Community Center that earned a lot of highly complimentary press comment at Kentucky fairs and Missouri conventions last year. The Eighth Regiment Band of the Illinois National Guard is considered one of the standard parade and concert organizations of the country.

The Fraternity Band of Cincinnati and the Robert Odgen Band of Wanamaker's store, Philadelphia, have reputations that are real drawing values.

The question regarding advertising paper and lithographs that will enable these fairs to broadcast matter bearing pictoral characters typifying the race, has been answered by the announcement of the Donaldson Lithographing Company of two new lines of production for this specific purpose. The forehandedness of this enterprising concern in so speedily recognizing this need is deserving of the patronage that will justify the hazard.

The closing questions may both be answered with one word, PUBLICITY—publicity that begins long before each fair and continues long after, so that the dates and the commercial possibilities are both impressed upon the promotion departments of exhibitors to the end that the fair finds itself included when the season's program is under consideration, no matter when the subject is handled by those concerned.

Business houses that utilize the fairs to introduce their wares keep posted thru trade journals and amusement publications, THE BILLBOARD being the principal source of information on these matters. Many copies of this very issue will be filed for reference and subsequent issues will be carefully scanned for further information.

A number of Negro concerns are aggressively seeking such avenues as these fairs afford for the introduction of their different products to a market they quite naturally wish to cultivate—one that is very properly theirs for the cultivation. Some jobbers and manufacturers have appealed to The Billboard, and still others to the Associated Negro Press. The Defender and other race papers have been studied, at times in vain, to learn of these fairs before they occur. The Berry & Ross Doll Co. was one of the several.

A fair must be twice sold, once to exhibitors and again to the public. Straight advertising and the distribution of legitimate publicity are both essential to the accomplishment of the desired objectives.

Publicity expenditures will prove to be the most profitable investment of the whole budget when the day of reckoning comes after the year's fair is over. The improvement of the colored fair so that it is increasingly interesting to its visitors each year means much more than mere profit, and will include that. It means better understanding between the races; a knowledge of better things to the members of the race; better equipment in homes and on farms. It contributes to comfort and therefore is better citizenship.

To the community improvement means greater expenditures with local merchants, both during and after the fair.

To the exhibitor of either race it means a hitherto almost unexploited purchasing power. If encouraged, the Negro fair will, by organization, relieve itself of current handicaps and prove an asset of real value to any community fostering one.

The employment of Negro talent in these enterprises will invest them with naturalness and a completeness now lacking. It will also operate to relieve the general field of just that many artists seeking employment and to that measure leave openings elsewhere for others.

At the same time the artists will be placed where they will in all likelihood achieve both more praise and more profit for their talent.

Fairs— 1922.

Norfolk's Colored Fair To Be Big Event

Norfolk Journal and Guide

Amusement and Educational Features of Unusual Interest. Colored Aviatrix Among Attractions Being Sought For the Occasion.

9-8-22

September 13, 14, 15, 16 the Colored Agricultural and Industrial Fair, Inc., of Norfolk, will hold its first annual fair. This is during the week immediately following the white fair. It will be held on the same grounds—the Norfolk Fair Grounds and bids fair to rival if not excel the white exposition in many respects.

Dr. A. L. Paey is president of this association, C. A. Palmer, secretary and Wm. J. Kemp, vice-president and treasurer. The fair manager is R. H. Cross, with offices in the Attucks Theatre Building on Church street.

With an extensive and high class amusement program, attractive premiums fro exhibitors, a splendid racing card each day and a magnificent fireworks display every night, together with a number of other features of unusual merit, this fair promises to be one of the best ever held in this State.

While no pains are being spared to make the various amusement attractions of the very highest order, the principal stress will be made on the educational features. The various agricultural and industrial departments are being thoroughly organized for exhibits of horses, cattle, sheep, swine, etc., farm and domestic products. A special tent will house exhibits of poultry, rabbits and pet stock. Much interest is being aroused throughout the city in the Home Economics department and Domestic Science exhibits, and they are expected to be of unusual excellence. Arrangements have been made for a special exhibit from Hampton Institute. Sanitation as a factor in community uplift will be emphasized by splendid exhibits from the Norfolk City Health Department and also from the State Department. The Travelers Aid Society will maintain a Rest Room for the tired mothers and children; and every comfort will be provided for the convenience of fair patrons.

Concession space in the Merchants Exhibit Tent has already aroused interest among a number of Negro concerns doing business of national scope and alive to the wonderful advertising possibilities of colored fairs. This tent wil lafford thousands of colored people of this section opportunity to indulge their curosity without restraint in the various commodities, foodstuffs, farm appliances and domestic equipment demonstrated therein; and many local dealers and manufacturors are expected to have business-getting exhibits.

An elaborate Information and Premium Catalogue is being prepared and will be distributed throughout Norfolk, Princess Anne and Nansemond counties especially. A Season Ticket Selling Contest is being arranged among a number of young women, the first prize for which is a barrel of money, the second a handsome wrist watch, and the third a handsome silver mesh bag. Present indications are that this is going to be a very warm contest.

On the opening day one of the Race's foremost orators will be heard. On Fraternal Day, Thursday, Sept. 14th, will be held a competitive drill between uniform companies of the Knights of Pythias and the Patriachs. Three handsome silver loving cups will be awarded. At the night session two uniform companies of ladies will compete for similiar prize. The grounds and buildings are brilliantly

FAIR WILL OPEN WITH AUTO PARADE

Norfolk Journal and Guide

Plans for the Colored Agricultural and Industrial Fair continue to go forward at a satisfactory rate. On the opening day of the Fair, Wednesday, September 13th, it is planned to have a large spectacular auto parade in the city, led by the famouse and popular Excelsior Band, with hundreds of artistically decoraated autos in line. The parade will end at the Fair Grounds where three prizes will be awarded to the best decorated cars. First prize Fifty dollars, Second prize Thirty dollars, Third prize, Twenty dollars. This contest is open to all colored owners of automobiles.

9-12-22

Thursday, September 14th, will be Fraternal Day. A parade in the city with all Fraternal Organizations, Social and Beneficial taking part, will be followed with a competitive drill at the Fair Grounds between the Uniform Companies; Knights of Pythians and the Grand United Order Patriarchs. Two handsome silver loving cups, now in display in the window of Chas. S. Carter & Co., Queen and Lincoln streets will be awarded as first and second prizes to the best drilled companies.

The season ticket sale contest will be put on July 25th. The price of season tickets will be $1.25, good for the four days of the Fair. Single admission, 50c. Two of the prizes for the ticket contest are now on display in W. J. Kemp's window, 1029½ Church street, Lady's Gold Wrist Watch and a Silver Mesh mag. Any information desired regarding the Fair will be furnished at the office, suite 209-210 Attucks Theatre Building. Phone 24053

NORFOLK'S FIRST COLORED FAIR A SPLENDID EFFORT

9-16-'22

Thousands Attend The Big Event; Plenty Of Attractions On The Grounds; Educational Features Of Great Benefit.

Norfolk Journal and Guide

CITY THRONGED WITH OUT OF TOWN GUESTS

During this week Norfolk witnessed it's first colored fair, and from the size of the attendance the event struck a responsive note in the appreciation of the people in the city and nearby counties.

The fair measured up to all it was advertised to be. Every attraction usually seen at County Fairs was on the grounds. The amusement features were of a high order and the educational exhibits were thoroughly instructive.

Exhibit Hall

The exhibit hall was lined on either side with beautiful and intricately designed domestic art work, wood carvings, oil and water paintings, home made jams, jellies, pies, sweet meats of all sorts, home garden products, dairy products and many other exhibits that presented an education in Domestic Science.

At the end of this hall were the exhibits of the State Board of Health, Norfolk County Health Board and Norfolk City Health Department. These exhibits afforded instructions in health and sanitation that will redound materially to the good health of the community. Through pictures, illustrations and miniature out-houses for the farms and country districts, were shown the proper way to improve health conditions in the country. Malarial prevention and treatment, prevention and treatment of communicable diseases, diet and care of babies, school age children and every phase of health care that might be applied in the home, were demonstrated through these health exhibits. At each booth was a demonstrator who patiently explained every feature of how the lessons taught may be carried into the home.

Art Section

In the art section was a 100 year old counterpane put on exhibition by Mrs. Annie Spillar, who says that it was a heritage from her grandmother. Mrs. J. M. Brown, of Chicazola street, exhibited ingeniously contrived crocheted baskets, cups, saucers and spoons. Artistically carved and stained animals were exhibited by Mr. George B. Clarke, of Berkley. A novel quilt in squares made by Mrs. Bettie Bowser, was a great attraction in the exhibit hall. A ship in a bottle was really a curio. This marvellous piece of work was done by Mr. Joseph Gilmore. The Housewives League exhibited an array of art work, millinery and fresh vegetables.

In the livestock section were high bred fowl, swine and sheep.

Great Midway

The great midway was dotted with beautifully decorated concessionary booths. Many of these were occupied by local churches and charitable organizations. As the white fair closed only four days before the opening of colored event many of the big amusement attractions remained on the grounds. This was a very advantageous feature to the management and the public. Some of the most expensive attractions in the country were offered those attending the fair. Merry-Go-Round, Loop the Loop, Scenic Railway and a hundred others were enjoyed by the great crowds.

The racing features were the cleanest in the game. Horse after horse trotted around the beautiful race course. Racing conditions were ideal and high class sportsmen took advantage of it.

At night the crowds poured into the fair gates. The road leading to the ground was lined with autos. The fireworks in all their pyrotechnic display made a thrilling scene.

Fair A Success

The Excelsior Band was at its best and rendered concerts twice daily. There was something at the fair to entertain, educate and to keep everybody happy the whole time.

Norfolk Fair Grounds comprise a tract of more than fifty acres, easily accessable by trolly and automobile, and is an ideal place for fairs. These fifty acres were alive during the week with every kind of amusement.

The event was a complete success. The Colored Agricultural and Industrial Fair will now become institutional with Norfolk. Much of the credit for the success of Norfolk's First Colored Fair must be attributed to the capable and efficient management of Mr. R. H. Cross, who worked conscientiously on the plans and arrangements of the big event. Dr. A. L. Paey is president of the Fair Association; Mr. William Kemp, vice-president and Mr. C. A. Palmer, secretary. Department Directors: Messers Benjamin Watts, Joseph Winfield, J. E. Washington and Mrs. L. R. Hinton. Assistant Department Directors: Mrs. J. E. Casper, Mrs. M. B. Lee, Mrs. R. G. Hodges and Mrs. S. L. Whidbee.

The fair organization worked smoothly and efficiently, which added much to the entertainment of the visitors.

The Knights of Pythias, uniform rank, parade through the city and competitive drill at the fair ground was an attractive event. Their ostentatious uniforms combined with the multi-color decorations at the grounds presented a unique feature.

SUFFOLK READY TO RECEIVE THE BIG FAIR CROWD

Norfolk Journal & Guide

Exhibits Arriving Daily From Throughout Country; Race Course In Fine Condition; Baby Show Attractive Feature.

10/14/22

NOTABLE SPEAKERS TO APPEAR ON PROGRAM

Norfolk, Va.

Suffolk, Va.—Final preparations for the entertainment of the biggest crowd of fair visitors Suffolk has ever had are being made for the Tidewater Agricultural and Industrial Fair which opens here Tuesday morning, October 17th, and continues for four days.

An increased number of jitneys making more frequent trips will provide transportation to and from the fair grounds and Norfolk and Portsmouth in order to accommodate the

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unusual number of visitors. Lunch counters at the fair will serve lunches to those who do not wish to come back to the city during the day.

The various county agricultural exhibits are arriving daily, which include a variety of corn, soy beans, potatoes and other vegetables. Individual fair exhibits are coming from farms all over the county and are being located in the exhibit building. Live stock on the farms is already to be shipped before the opening day of the fair.

The race course has been put in an excellent condition and a fine program of races will be featured daily including horse, automobile and motorcycles.

The L. J. Crouin shows will be on the grounds daily and each day at three o'clock a free act will be given.

The premium list has been enlarged and many more prizes will be distributed than in former years.

One of the particularly interesting new features will be the baby show. Babies will be adjudged and awarded prizes on the same basis as live stock. Beauty will not be considered of special importance in the scoring of points. Physical fitness will be the test.

Speakers of wide reputation will deliver addresses on different days. Among those who are to speak are: Rev. R. J. Langston, principal of Smallwood-Corey Institute; Prof. W. J. Clarke, of Virginia Union Institute; Honorable Henry Lincoln Johnson, Republican National Committeeman, and Mrs. Ora B. Stokes, of Richmond.

Good roads lead to the fair grounds. The beautiful National Highway passes directly by the gates.

Good music will be rendered by the famous Metropolitan Band, of Portsmouth, daily.

On Wednesday night, October 18th, a banquet will be given at the Elk's Auditorium in honor of Henry Lincoln Johnson. The auditorium has been beautifully decorated for the occasion.

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Fairs— 1922

INBORDEN IS NEW PRES. N. C. NEGRO STATE FAIR

New York Age

(Special to The New York Age)

Raleigh, N. C.—T. S Inborden of Bricks School, Bricks, N. C., has been elected president of the North Carolina Negro State Fair and Industrial Society, succeeding Berry O'Kelly of Method, N. C., who, on account of the two-year limit, was not eligible to re-election. 11-11-22 New York

The other officers were re-elected as follows: Mrs. Charlotte Hawkins Brown, of Sedalia, vice-president; Dr. J. H. Love of Raleigh, secretary; and C. W. Hoover of Raleigh, treasurer.

The 1922 fair was one of the most successful in the history of the association from an educational standpoint and from attendance. The crowds attending on Wednesday and Thursday were unusually large and well behaved.

COLORED FAIR SUCCESS.

HUNTSVILLE, Ala., Oct. 20.—The colored fair which is in session here now is proving a huge financial success, and the colored people have taken a deep interest in all of the departments.

Commercial Appeal Memphis, Tenn. 10/21/22

Montgomery Advertiser

COLORED FAIR SUCCESS

(Special to The Advertiser)

HUNTSVILLE, ALA., Oct. 21.—The Colored Fair which is in session here now is proving a huge financial success, and the colored people have taken a deep interest in all of the departments. 10/22/22

COLORED FAIRS TO MEET IN JANUARY

Pittsburg American Pittsburg, Pa.

(By The Associated Negro Press)

NORFOLK, Va., Nov. 24—The forthcoming meeting of the National Association of Colored Fairs, which will be held during the month of next January, bids to be one of the notable gatherings of the now very important organization. The Colored Fair movement has somehow gripped the imagination and co-operative spirit of the colored people throughout the entire country. So far has this spirit gone that there is a well defined plan now under consideration to eliminate all the objectional features of gambling and other "evils" that have been attached to all the fairs of the colored people as well as the whites. In fact, the colored organization aims to set the example in this connection so empathically that it will be of general benefit to the fairs everywhere.

The management of the colored organization will bring before the contemplated January meeting the consideration of this plan which will include an open opposition to all entanglements with any carvinal company or concessionaire which does not agree to place clean shows and legitimate merchandise concessions on their grounds. This has been definitely decidede upon and will be adopted. It is regarded one of the more important means to raise the status of the Colored Fairs, Secretary-Treasurer R. H. Cross has sent out the following communication to prospective promoters and to the membership of the organization which says in part:

We do not wish to annoy you, but it is absolutely essential that we hear from you and be informed definitely as to the attitude of your association relative to joining the National Association of Colored Fairs, and if you have decided to join we shall be pleased to receive the membership fee and list your association along with those whose names will appear in the Christmas issue of the billboard as the bona fide members, as well as the date of the annual meeting. Please forward your remittance promptly as our list will have to be sent in by November 12. Awaiting your favorable reply, we beg to remain, Yours very truly National Association of Colored Fairs, R. H. Cross, Secretary-Treasurer.

Already a large number have signified their intentions to be present at the annual meeting.

Glynn County Fair Was Big Success

Savannah Tribune Savannah, Ga. 12-2-22

The Glynn County fair closed on Friday December 1st after a very successful showing. Visitors from all parts of Georgia attended the fair and pronounced it one of the best ever held in the county. The department devoted to exhibits supervised by Miss M. C. O'Neal, home demonstration agent surprised visitors with specimens of all kinds of handicraft. The Needwood school had on display many and varied forms of agricultural products raised in the county, and some specimen of woodwork and weavery. The Priscilla Art Club displayed all kinds of fancy and practical needlework and crocheting. The Sterling school displayed agricultural products and fancy work. Clayhode school exhibited agricultural products, fancy needle work, wood work and basket weaving Everett City school displayed agricultural products, palmetto and pine needle weaving and shuck cushions. Buch Swamp school showed agricultural products, needle work, sewing and also had a live o'possum in a cage. The Brunswick school exhibited needle work and agricultural products. St. Simon school displayed agricultural products, including peanuts, models of basket weaving and shuck-cushions, including peanuts models of basket weaving. Magnolia school showed the usual agricultural products, specimen of weaving, needle work and a cane-bottomed chair. W. H. Seabrooks had a nice display of onions, carrots, cabbage, turnips, mustard, collard and sweet potatoes. St. Athanasius had the best in their department showing the needle work of the girls' sewing department, including reed baskets, and stools, towel rollers, pin cushions, knife and fork trays, picture frames and book ends.

The girls' club department had a fine exhibit of preserved fruits and vegetables in standard containers. The boys of that school made a full library set, including table, six chairs, caned bottomed, book case and a type writer table.

This fair was held in connection with the white fair association, under the supervision of Mrs. Madge Merrit, home demonstration agent.

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